

I. Text Search Results from Dialog

A. Full-Text NPL & Foreign Patent Databases

? show files;ds

File 15:ABI/Inform(R) 1971-2010/Feb 11
(c) 2010 ProQuest Info&Learning
File 16:Gale Group PROMT(R) 1990-2010/Feb 11
(c) 2010 Gale/Cengage
File 148:Gale Group Trade & Industry DB 1976-2010/Feb 11
(c) 2010 Gale/Cengage
File 160:Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group
File 275:Gale Group Computer DB(TM) 1983-2010/Jan 06
(c) 2010 Gale/Cengage
File 621:Gale Group New Prod.Annou.(R) 1985-2010/Dec 28
(c) 2010 Gale/Cengage
File 9:Business & Industry(R) Jul/1994-2010/Feb 11
(c) 2010 Gale/Cengage
File 20:Dialog Global Reporter 1997-2010/Feb 11
(c) 2010 Dialog
File 610:Business Wire 1999-2010/Feb 12
(c) 2010 Business Wire.
File 613:PR Newswire 1999-2010/Feb 12
(c) 2010 PR Newswire Association Inc
File 24:CSA Life Sciences Abstracts 1966-2010/Feb
(c) 2010 CSA.
File 634:San Jose Mercury Jun 1985-2010/Feb 10
(c) 2010 San Jose Mercury News
File 636:Gale Group Newsletter DB(TM) 1987-2010/Jan 12
(c) 2010 Gale/Cengage
File 810:Business Wire 1986-1999/Feb 28
(c) 1999 Business Wire
File 813:PR Newswire 1987-1999/Apr 30
(c) 1999 PR Newswire Association Inc
File 13:BAMP 2010/Feb 11
(c) 2010 Gale/Cengage
File 75:TGG Management Contents(R) 86-2010/Jan W5
(c) 2010 Gale/Cengage
File 95:TEME-Technology & Management 1989-2010/Jan W1
(c) 2010 FIZ TECHNIK

Set	Items	Description
S1	19160416	EXPERIMENT? ? OR EXPERIMENTAL OR EXPERIMENTING OR EXPERIME- NTATION OR STUDY OR STUDYING OR SIMULATION OR SIMULATES OR SI- MULATING OR SIMULATED OR MODEL OR MODELLING OR MODELING OR MO- DELLED OR MODELED OR CAMPAIGN OR CAMPAINING OR CAMPAIGNS
S2	23966429	ADVERTISEMENT? ? OR ADVERTI?ING OR PROMOTIONAL OR PROMOTIO- NAL OR MARKETING OR SLOGAN OR (PRODUCT OR BRAND) (2W) (SLOGAN? ? OR MESSAGE? ? OR SAYING OR NAME) OR AD OR ADS OR COUPON OR C-

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 S3 535021 (DATA OR SAMPLE? ? OR SAMPLING OR INFORMATION OR
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 S4 996274 (DATA OR SAMPLE? ? OR SAMPLING OR INFORMATION OR
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 S6 617149 (ANALYSIS OR ANALYZING OR ANALYZE? ? OR COLLECT OR
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 OR COLLECTION OR COLLECTING OR MONITOR? ? OR MONITORING
 OR R-
 ATE? ? OR RATING OR RANK? ? OR TRACK? ? OR TRACKING OR
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 OR
 RESPONSE? ? OR ANSWER? ?)
 S7 161033 S2(3N) (PROPORTION OR DEFAULT OR OPTIMAL OR OPTIMIZING
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 S8 19160416 EXPERIMENT? ? OR EXPERIMENTAL OR EXPERIMENTING OR
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 NTATION OR STUDY OR STUDYING OR SIMULATION OR SIMULATES OR
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 S9 23966429 ADVERTISEMENT? ? OR ADVERTISING OR PROMOTIONAL OR
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 NAL OR MARKETING OR SLOGAN OR (PRODUCT OR
 BRAND) (2W) (SLOGAN? ?
 OR MESSAGE? ? OR SAYING OR NAME) OR AD OR ADS OR COUPON
 OR C-
 OUPONS
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 PARAMETER?
 ? OR ELEMENT? ? OR ATTRIBUTE? ? OR SPECIFIC? ? OR
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 ION? ?) (6N) (RANDOM OR RANDOMIZED OR RANDOMLY OR DRAW OR
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OR CROSSSECTION OR SURVEY OR SURVEYING)
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OR
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S13 617149 (ANALYSIS OR ANALYZING OR ANALYZE? ? OR COLLECT OR
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OR COLLECTION OR COLLECTING OR MONITOR? ? OR MONITORING
OR R-
ATE? ? OR RATING OR RANK? ? OR TRACK? ? OR TRACKING OR
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E? ? OR MEASURING)(6N)(FEEDBACK OR INTERACTION OR CLICK? ?
OR
RESPONSE? ? OR ANSWER? ?)
S14 161033 S9(3N)(PROPORTION OR DEFAULT OR OPTIMAL OR OPTIMI?ING
OR O-
PTIMI?ATION OR OPTIMUM OR BEST)
S15 16 S1(60N)(S3 OR S4)(60N)S5(60N)S6(60N)S7
S16 565 S1(60N)(S3 OR S4)(60N)S5(60N)(S6 OR S7)
S17 4 S15 NOT PY>2000
S18 3 RD (unique items)
? t18/3,k/all

18/3,K/1 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c) 2010 Gale/Cengage. All rts. reserv.

0019846122 SUPPLIER NUMBER: 65347416 (USE FORMAT 7 OR 9 FOR
FULL
TEXT)
Engage and Unicast expand relationship for distribution of SUPERSTITIAL
advertising.
M2 Presswire, NA
Sept 21, 2000
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1512 LINE COUNT: 00138

? show files;ds
File 9:Business & Industry(R) Jul/1994-2009/Dec 04
(c) 2009 Gale/Cengage
File 15:ABI/Inform(R) 1971-2009/Dec 03
(c) 2009 ProQuest Info&Learning
File 16:Gale Group PROMT(R) 1990-2009/Nov 06
(c) 2009 Gale/Cengage
File 20:Dialog Global Reporter 1997-2009/Dec 04
(c) 2009 Dialog
File 35:Dissertation Abs Online 1861-2009/Oct
(c) 2009 ProQuest Info&Learning
File 80:TGG Aerospace/Def.Mkts(R) 1982-2009/Nov 04
(c) 2009 Gale/Cengage
File 88:Gale Group Business A.R.T.S. 1976-2009/Dec 04
(c) 2009 Gale/Cengage
File 148:Gale Group Trade & Industry DB 1976-2009/Dec 04
(c) 2009 Gale/Cengage
File 180:Federal Register 19852009/Dec 04
(c) 2009 format only DIALOG

File 258:AP News Jul 2000-2009/Dec 04
 (c) 2009 Associated Press
 File 266:FEDRIP 2009/Sep
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 File 275:Gale Group Computer DB(TM) 1983-2009/Nov 02
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 File 348:EUROPEAN PATENTS 1978-200949
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 File 349:PCT FULLTEXT 1979-2009/UB=20091126|UT=20091119
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 File 484:Periodical Abs Plustext 1986-2009/Dec 01
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 File 570:Gale Group MARS(R) 1984-2009/Nov 06
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 File 610:Business Wire 1999-2009/Dec 04
 (c) 2009 Business Wire.
 File 613:PR Newswire 1999-2009/Dec 04
 (c) 2009 PR Newswire Association Inc
 File 621:Gale Group New Prod.Annou.(R) 1985-2009/Oct 23
 (c) 2009 Gale/Cengage
 File 636:Gale Group Newsletter DB(TM) 1987-2009/Nov 06
 (c) 2009 Gale/Cengage
 File 641:Rocky Mountain News Jun 1989-2009/Jan 16
 (c) 2009 Scripps Howard News
 File 647:UBM Computer Fulltext 1988-2009/Nov W5
 (c) 2009 UBM, LLC
 File 649:Gale Group Newswire ASAP(TM) 2009/Oct 26
 (c) 2009 Gale/Cengage
 File 654:US PAT.FULL. 1976-2009/DEC 01
 (c) Format only 2009 Dialog
 File 734:Dayton Daily News Oct 1990- 2009/Dec 03
 (c) 2009 Dayton Daily News
 File 810:Business Wire 1986-1999/Feb 28
 (c) 1999 Business Wire
 File 813:PR Newswire 1987-1999/Apr 30
 (c) 1999 PR Newswire Association Inc
 File 990:Newsroom Current Jun 01-2009/Dec 03
 (c) 2009 Dialog
 File 991:NewsRoom 2009 Jan 1-2009/Feb 28
 (c) 2009 Dialog
 File 992:NewsRoom 2008
 (c) 2009 Dialog
 File 995:NewsRoom 2005
 (c) 2009 Dialog
 File 996:Newsroom 2004
 (c) 2009 Dialog
 File 997:Newsroom 2000-2003
 (c) 2009 Dialog

Set	Items	Description
S1	90	(EXPERIMENT? ? OR TEST? ? OR ADVERTISEMENT? ? OR
		PROMOTIONS
		OR COMMERCIALS OR ADS) (6N) (SAMPLE OR GROUP OR RANDOM? OR
GUE-		
		STS OR VISITOR? ?) (20N) (WEBSITE OR WEB() (SITE OR
PAGE)) (30N) (-		
		TRACK? OR LOG? OR RECORD? OR DOCUMENT? OR

COLLECT?) (6N) (RESPO-
 NSES OR ANSWERS) (60N) (ULTIMATE OR OPTIM?)
 S2 20 S1 FROM 348,349,654
 S3 2 S2 NOT AY>2000
 S4 70 S1 NOT S2
 S5 33 S4 NOT PY>2000
 S6 19 RD (unique items)
 S7 21 S3 OR S6
 ? t7/3,k/all

II. Text Search Results from Dialog

A. Abstract NPL and Foreign Patent Databases

? show files;ds
 File 350:Derwent WPIX 1963-2009/UD=201009
 (c) 2010 Thomson Reuters
 File 344:Chinese Patents Abs Jan 1985-2006/Jan
 (c) 2006 European Patent Office
 File 347:JAPIO Dec 1976-2009/Sep(Updated 091230)
 (c) 2010 JPO & JAPIO
 File 371:French Patents 1961-2002/BOPI 200209
 (c) 2002 INPI. All rts. reserv.
 File 2:INSPEC 1898-2010/Jan W5
 (c) 2010 The IET
 File 35:Dissertation Abs Online 1861-2010/Dec
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 File 99:Wilson Appl. Sci & Tech Abs 1983-2010/Dec
 (c) 2010 The HW Wilson Co.
 File 256:TecTrends 1982-2010/Feb W1
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 File 474:New York Times Abs 1969-2010/Feb 12
 (c) 2010 The New York Times
 File 475:Wall Street Journal Abs 1973-2010/Feb 12
 (c) 2010 The New York Times
 File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
 (c) 2002 Gale/Cengage
 File 23:CSA Technology Research Database 1963-2010/Dec
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 File 56:Computer and Information Systems Abstracts 1966-2010/Dec
 (c) 2010 CSA.
 File 8:Ei Compendex(R) 1884-2010/Jan W5
 (c) 2010 Elsevier Eng. Info. Inc.
 File 34:SciSearch(R) Cited Ref Sci 1990-2010/Feb W1
 (c) 2010 The Thomson Corp
 File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec
 (c) 2006 The Thomson Corp
 File 95:TEME-Technology & Management 1989-2010/Jan W1
 (c) 2010 FIZ TECHNIK
 File 60:ANTE: Abstracts in New Tech & Engineer 1966-2010/Dec
 (c) 2010 CSA.

File 62:SPIN(R) 1975-2010/Jan W1
(c) 2010 American Institute of Physics

Set	Items	Description
S1	25606272	EXPERIMENT? ? OR EXPERIMENTAL OR EXPERIMENTING OR EXPERIME- NTATION OR STUDY OR STUDYING OR SIMULATION OR SIMULATES OR SI- MULATING OR SIMULATED OR MODEL OR MODELLING OR MODELING OR MO- DELLED OR MODELED OR CAMPAIGN OR CAMPAINING OR CAMPAIGNS S2 1547917 ADVERTISEMENT? ? OR ADVERTI?ING OR PROMOTIONAL OR PROMOTIO- NAL OR MARKETING OR SLOGAN OR (PRODUCT OR BRAND) (2W) (SLOGAN? ? OR MESSAGE? ? OR SAYING OR NAME) OR AD OR ADS OR COUPON OR C- OUPONS S3 619031 (DATA OR SAMPLE? ? OR SAMPLING OR INFORMATION OR PARAMETER? ? OR ELEMENT? ? OR ATTRIBUTE? ? OR SPECIFIC? ? OR SPECIFICAT- ION? ?) (6N) (RANDOM OR RANDOMI?ED OR RANDOMLY OR DRAW OR STOCH- ASTIC? OR ARBITRAR? OR DRAWN OR MIX OR AVERAGE OR ODD) S4 1036497 (DATA OR SAMPLE? ? OR SAMPLING OR INFORMATION OR PARAMETER? ? OR ELEMENT? ? OR ATTRIBUTE? ? OR SPECIFIC? ? OR SPECIFICAT- ION? ?) (6N) (SAMPLING OR STATIC OR SCATTERED OR CROSS()SECTION OR CROSSSECTION OR SURVEY OR SURVEYING) S5 18973 S2(10N) (WEBSITE OR WEBPAGE OR (INTERNET OR HTML OR HOME OR WEB) () (SITE OR PAGE) OR ONLINE) S6 732429 (ANALYSIS OR ANALYZING OR ANALYZE? ? OR COLLECT OR COLLECTS OR COLLECTION OR COLLECTING OR MONITOR? ? OR MONITORING OR R- ATE? ? OR RATING OR RANK? ? OR TRACK? ? OR TRACKING OR MEASUR- E? ? OR MEASURING) (6N) (FEEDBACK OR INTERACTION OR CLICK? ? OR RESPONSE? ? OR ANSWER? ?) S7 11893 S2(3N) (PROPORTION OR DEFAULT OR OPTIMAL OR OPTIMI?ING OR O- PTIMI?ATION OR OPTIMUM OR BEST) S8 1 S1 AND (S3 OR S4) AND S5 AND S6 AND S7 S9 20 S1 AND (S3 OR S4) AND S5 AND (S6 OR S7) S10 20 S8 OR S9 S11 10 S10 FROM 350,344,347,371 S12 10 S10 NOT S11 S13 1 S12 NOT PY>2000 S14 11 S11 OR S13 ? t14/3,k/all

